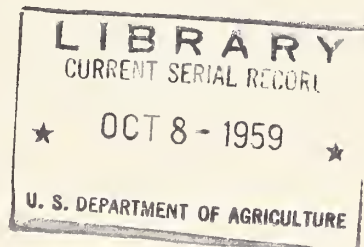


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FOOD CONSUMPTION IN THE SOUTH



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UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
AGRICULTURAL ECONOMICS DIVISION

FOOD CONSUMPTION IN THE SOUTH 1/

Family food bills in the South 2/ in the spring of 1955 averaged one-fifth less than those for all U. S. families. In total, the South accounted for only one-fourth the U. S. market for food although almost one-third of the country's population lives there. In spite of these comparisons with the rest of the country that show the South coming out on the short side, this region is very important in the U. S. food picture because it contains some of the fastest growing food markets today. The changes that tend to increase expenditures for food, mainly rising incomes and the move to cities, are occurring at a faster rate in the South than in any other region of the country. Many of today's patterns of consumption and expenditure that go to make up this market can be traced from the recently published results of the 1955 Survey of Household Food Consumption. 3/ Some of the southern patterns are examined in this article, the first of four articles on regional patterns of food consumption.

Why Is Average Food Outlay Lower in the South?

Average food outlay is lower in the South primarily because average money income is lower. Lower average money income in the South reflects the greater proportion of farm and rural nonfarm families, who tend to have lower money incomes than do urban families. Even urban families in the South generally had lower money incomes than urban families in the rest of the country.

Table 9.- Average 1954 money income after income taxes of families of 2 or more persons in the South, North Central Region, and United States, by urbanization 1/

Region	All	Urban	Rural	Farm
	urbanizations		nonfarm	
	Dollars	Dollars	Dollars	Dollars
South	3,329	3,899	3,144	2,010
North Central	5,179	5,917	4,313	3,551
United States	4,544	5,163	3,854	2,852

1/ From 1955 Household Food Consumption Survey.

1/ By Robert J. Lavell, Statistical and Historical Research Branch, AMS.

2/ Includes Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

3/ Report numbers 1-5, Food Consumption of Households in the United States, Northeast, North Central Region, South, and West.

Rural families not only have lower money income, on the average, but a greater proportion of their food comes from home production, particularly for farm families. This too tends to cut down on the average dollar outlay for food in the South.

Still another reason for the lower dollar outlay for food in the South was lower expense for food away from home. Generally, both the proportion eating out and the average amount spent increased with income in all urbanizations at about the same rate. However, the average amount spent in any given income group was greatest for urban and rural nonfarm families and least for farm families. When eating out habits of the South are compared with those of the U. S. as a whole, the average expenditure is substantially greater in each urbanization in the U. S. than in the South. This comes about largely because of the income distribution in the South, for eating out expenditures of rural families in the South are often greater than those of rural families in the same income group in the U. S. as a whole.

Not all the difference in average food outlay between the South and the country as a whole can be explained by income and urbanization distributions and the importance of home-produced food and expenditures for food away from home. Part of it results from the differences in consumption patterns that have evolved over the years from food availability, marketing facilities, and general economic conditions.

Table 10.- Average money value of all food used, food away from home, purchased food used at home, and food used at home obtained without direct expense, for families of 2 or more persons in the South, North Central Region, and the United States, in a week, spring 1955 ^{1/}

Region	:	:	:	:	Food used at home ^{2/}
	:	All	Food eaten	:	Obtained
	:	food	away	Purchased	without
	:	used	from home	:	direct
	:	:	:	:	expense
	:	<u>Dollars</u>	<u>Dollars</u>	<u>Dollars</u>	<u>Dollars</u>
South	:	26.15	3.52	18.84	3.79
North Central	:	31.78	5.22	23.63	2.93
United States	:	30.42	5.04	22.70	2.68

^{1/} From 1955 Household Food Consumption Survey.

^{2/} Excludes alcoholic beverages.

Overall Patterns of Food Consumption at Home

Food used at home includes purchased food and food received without direct expense from home production or as gift or pay. In the reports on the

1955 survey, food received without direct expense has been valued at average prices paid for each item by other households in the same income and urbanization group. This value was combined with that for purchased food to get a measure of total food used at home. The relative importance of the several sources varies largely with income and the opportunity and inclination of families to raise their own food.

Total money value of all food used at home in a week in the spring of 1955 increased less with income in the South than it did in the U. S. Not only was the increase less in the South, but the value was lower in all income groups 4/.

Average expenditures for purchased food alone increased with income at a faster rate than did total money value of all food used, because low income families used more food they themselves produced and less purchased food. The inverse relationship between use of home-produced food and income that the overall pattern shows is partly because some low income families must raise much of their food if they are going to eat, but mostly because there are more farm families in the lower money income groups.

Largely because of home production patterns of food used at home differ more among urbanization groups within a region than do average patterns for all urbanizations combined among the several regions. Furthermore, patterns for the same urbanization group in different regions are more similar than the patterns for different urbanization groups in the same region. In order to identify and measure these patterns, households in the 1955 survey were classified by Bureau of Census definitions of urbanization: urban, if they lived in places of 2,500 or more and in fringe areas around large cities; rural nonfarm, if the community was smaller and it was not a farm operator household.

On the average, 95 percent of food used at home by urban households in the South was purchased by the reporting households. The relative importance of purchased food to total food used at home varied only slightly with income for urban households--even those with an income of less than \$2,000 purchased 93 percent of their food used at home, measured by value. A survey made in summer might turn up more home-produced foods when garden supplies are more available. 5/ Rural nonfarm households purchased 84 percent of food used at home on the average, and farm households purchased only 53 percent. The relative importance of purchased food for rural nonfarm households increased from 75 percent for those with income of less than \$2,000 to 93 percent for those with income over \$6,000. Even farm households with incomes over \$6,000 purchased less than two-thirds of the food they used at home. All the increase in relative importance of purchased food for farm households

4/ See table 2 in Food Consumption of Households in the U. S., in the South. Reports Nos. 1 and 4.

5/ Survey data on home production for the entire year of 1954 are now being tabulated and a special report will be issued.

resulted from greater purchases, for the average value of home-produced food was about the same for all the income groups.

Purchased Food

Largest food dollar outlay went for meat, poultry, and fish as a group in the South as well as in the U. S. On the average, 30 percent of the total expenditure for food at home in the South was for these commodities, only a slightly lower percentage than that for the U. S. as a whole, though the actual amount spent in the South was considerably less. Relative importance of the meat, poultry, and fish group was greatest in urban household expenditures, 33 percent, and much less in farm household expenditures, 24 percent.

Almost one-fifth of average expenditures for food for home use in the South bought fats and oils, flour and other cereal products, eggs, and sugar and sweets -- ingredients for home baking. Farm households in the South spent 30 percent of their food dollars on these items. The relative importance of expenditures for these items was so much greater for farm households partly because their total expenditures for food were less, and partly because the average amount spent for these items was greater. In the rest of the U. S., average expenditures for them were much less.

Table 11.- Shares of major food groups in home food expense in the South, by urbanization, in a week, spring 1955 ^{1/}

Food group	All urbanizations	Urban	Rural nonfarm	Farm
	Percent	Percent	Percent	Percent
Meats	23.0	24.6	21.9	18.4
Dairy products ^{2/}	13.6	14.8	13.0	9.1
Fats and oils ^{3/}	5.1	4.6	5.4	6.7
Poultry and eggs	9.0	10.5	8.5	4.0
Fruits ^{4/}	7.0	6.9	6.7	7.1
Vegetables ^{5/}	11.0	11.3	11.1	10.4
Sugars and sweets	4.2	3.2	4.8	6.9
Cereals and bakery products	13.5	11.3	14.8	19.9
Other ^{6/}	13.6	12.8	13.8	17.5

^{1/} From 1955 Household Food Consumption Survey. Food expenditures exclude expenditures for alcoholic beverages.

^{2/} Excludes butter.

^{3/} Includes butter.

^{4/} Includes melons.

^{5/} Includes potatoes and sweetpotatoes

^{6/} Includes fishery products, nonalcoholic beverages, and miscellaneous foods.

Milk and other dairy products accounted for one-seventh of the food expenditures in the South. So many farm households produced their own milk supply that purchases of dairy products amounted to less than one-tenth of their expenditures for food at home.

Expenditures for fresh vegetables had about the same relative importance among purchased foods in the South as in the U. S. as a whole. This was true of expenditures for fresh fruits, also. Processed fruits and vegetables, canned, frozen, and dried, were not quite so important as the fresh commodities in this season in both the U. S. and the South.

Home-produced Food

Patterns of home food production in 1955 reveal potential markets for the commercial food industry. As the migration from farms continues and more farm households change to rural nonfarm and rural nonfarm to urban, a smaller part of all food used will come from home production. Because the opportunity of urban households to raise their own food is more limited, and to a certain extent that of rural nonfarm households too, there is a great difference in the patterns of consumption of home-produced food among urbanization groups. Moreover, as nonfarm families have higher dollar incomes, they seem to be less willing to devote time and energy to gardens and other backyard food enterprises.

Home production was so negligible for urban households, about 2 percent of all food used on the average, that statistics on food from all sources combined and purchased food only were published. Home-produced food and food received as gift or pay were not tabulated and published separately.

Rural nonfarm households in the South produced about one-tenth of all the food they used at home, measured in terms of money value. In the U. S. as a whole, rural nonfarm households produced less of their food. Average value of home-produced food remained relatively constant for rural nonfarm households in the South up to those households with income over \$6,000 though relative importance decreased because of the progressive increase in value of purchased food by households with higher incomes. Commodities most commonly produced by these households were vegetables, eggs, chickens, and milk. Of these, milk had the greatest money value, though vegetables and eggs were almost as important for the middle income groups and chickens, eggs, and vegetables for the highest income households.

Farm households in the South, on the average, used more than four times as much home-produced food as rural households not operating farms. This amounted to about half the value of all food used by farm households in the lower income groups and a little over one-third the value for those with an income over \$6,000. The value of all home-produced food combined did not change much with income, though value of home-produced milk decreased in the upper incomes, and the value of home-produced meat increased substantially with income. Fresh vegetables were the most frequently home-produced

commodity during the survey period, probably because of the season, followed closely by eggs. But in terms of value, fluid milk was the most important home-produced commodity for farm households, as well as rural nonfarm, and fresh vegetables ^{6/} were next in importance.

Do Food Consumption Patterns in the South Differ from Those in the Rest
of the U. S.?

Some patterns of consumption of major food commodities are remarkably similar throughout the U. S. and some shift from region to region. Because of differences in household size, consumption patterns of the several urbanization and income groups can be compared more precisely on a per person basis. ^{7/}

Patterns by
Urbanization

Patterns are more clearly seen by studying consumption data in two steps, separating income and urbanization effects. Consider first how variation in food consumption patterns by urbanization are different in the South. In order to minimize variations due to income, urbanization groups with like total income are used. To match urban households with money incomes between \$4-5,000, the two groups of rural nonfarm households with money incomes between \$3-5,000 are used, and the three groups of farm households with money incomes between \$2-5,000. (See table 12) This extension of coverage in terms of money income for rural nonfarm and farm households allows for the significant contribution of non-money incomes to total income in rural areas. The same upper limit is carried to show expenditures of those in the same money income group in each urbanization.

In the South, rural nonfarm households with total incomes roughly comparable to urban households in the middle income group used about as much fluid whole milk per person as did the urban households. This pattern was found in the North Central Region also--chosen for comparison with the South because of the large farm populations in both. Farm rates of consumption of fluid whole milk were substantially higher than nonfarm rates because of home-produced milk, and this too follows the general pattern in the North Central Region. The picture for buttermilk is different for the South. The rural nonfarm rate of consumption of buttermilk was much higher than the urban rate, and the farm rate was much higher yet. In the North Central Region, the urban rate was the highest. In addition to the difference in pattern among urbanizations, the rate of consumption of buttermilk was much higher in the South than in the rest of the country.

^{6/} In the 1955 survey, fresh vegetables include all vegetables brought into the house in fresh form, even though later processed. Fresh fruits were handled the same way.

^{7/} 21 meals at home equals 1 person.

Table 12.- Consumption per person of selected foods in households of 2 or more persons in selected income and urbanization groups in the South and the North Central Region, in a week, spring 1955 ^{1/}

Region and food item	Urban	Rural nonfarm		Farm		
	\$4-5,000	\$4-5,000	\$3-4,000	\$4-5,000	\$3-4,000	\$2-3,000
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
<u>South</u>						
Fluid whole milk	5.80	6.42	5.36	7.04	6.66	7.62
Buttermilk	.51	.88	.70	1.19	1.65	1.51
Evaporated and condensed milk	.34	.73	.70	.27	.23	.25
Meat, poultry, and fish	4.08	3.86	3.49	3.82	3.84	3.57
Beef	1.22	.78	.75	1.12	.74	.82
Pork	1.41	1.72	1.18	1.11	1.40	1.21
Chicken	.61	.54	.59	.60	.76	.54
Flour	.71	1.40	1.32	1.82	1.92	2.23
Prepared mixes	.22	.18	.21	.11	.12	.09
Bread	1.32	1.39	1.43	1.03	.92	.86
Other baked goods	.62	.62	.61	.47	.41	.34
Sugar	.91	1.03	.93	1.20	1.26	1.18
Fresh vegetables ^{2/}	3.01	2.80	3.10	3.84	3.42	3.19
Canned vegetables ^{3/}	.69	.66	.66	.49	.47	.45
Frozen vegetables ^{4/}	.25	.10	.09	.03	.04	.01
Fresh citrus fruits	1.12	1.03	.86	.82	.84	.69
Fresh deciduous fruits and melons	1.45	1.81	1.49	2.68	1.98	1.82
Canned fruits ^{5/}	.41	.44	.29	.27	.23	.23
Frozen fruits	.07	.01	.02	.01	.00	.01
Frozen concentrated fruit juices	.07	.05	.04	.06	.03	.02
<u>North Central</u>						
Fluid whole milk	7.28	7.68	6.63	8.67	7.87	9.93
Buttermilk	.16	.05	.09	.05	.11	.05
Evaporated and condensed milk	.17	.27	.20	.08	.20	.08
Meat, poultry and fish	4.22	4.08	3.51	4.66	4.09	4.28
Beef	1.41	1.53	1.31	1.75	1.53	1.55
Pork	1.18	1.10	1.10	1.46	1.30	1.37
Chicken	.58	.38	.28	.54	.52	.55
Flour	.47	.56	1.08	1.31	1.55	1.50
Prepared mixes	.23	.32	.25	.18	.23	.19
Bread	1.68	1.63	1.63	1.32	1.30	1.32
Other baked goods	.70	.62	.41	.47	.39	.50
Sugar	.74	.87	.88	1.20	1.39	1.33
Fresh vegetables ^{2/}	2.27	2.15	1.71	2.39	2.24	2.18
Canned vegetables ^{3/}	.79	.75	.69	.57	.50	.45
Frozen vegetables ^{4/}	.11	.08	.06	.04	.07	.03
Fresh citrus fruits	1.34	1.01	.99	1.23	1.25	1.18
Fresh deciduous fruits and melons	1.55	1.59	2.00	2.26	2.21	2.45
Canned fruits ^{5/}	.52	.50	.26	.33	.25	.32
Frozen fruits	.05	.01	.02	.01	.01	.01
Frozen concentrated fruit juices	.14	.08	.06	.06	.04	.05

^{1/} From 1955 Household Food Consumption Survey Report No. 3, Food Consumption of Households in the North Central Region, and Report No. 4, Food Consumption of Households in the South. U. S. Department of Agriculture, Washington, D. C. Income represents 1954 money income after income taxes. 21 meals at home equals 1 person. ^{2/} Excludes melons, potatoes, and sweet potatoes. ^{3/} Excludes baked beans, baby foods, vegetable juices, catsup, chili sauce etc., and pickles, olives, and relishes. ^{4/} Excludes frozen potatoes. ^{5/} Excludes juices and baby foods.

Urban households in the South consumed more flour in all forms than those in the North Central Region. And, the rate of consumption of flour by rural households was farther above the rate consumed by urban households in the South than in the North Central Region.

Nonfarm households used much more commercially processed vegetables and less fresh than did farm households. Some of the differences is seasonal, because of the availability and price of fresh vegetables during the survey period. The general relationship between urbanizations of rates of consumption of fresh and processed vegetables was similar in the two regions. Urban households in both regions used much more frozen vegetables than did rural households.

Consumption of fresh fruits as a whole varied little among urbanizations in the South but there was more emphasis on deciduous fruits by rural households, largely a matter of home production. This was true in the North Central Region also though for some reason farm households in the North Central Region ate more fresh citrus than farm households in the South with comparable incomes.

Consumption of processed fruit was highest for urban households and lowest for farm. Differences among urbanizations were even greater for frozen fruits and fruit juices in both the South and the North Central Region.

Patterns of consumption per person of meat, poultry, and fish, the most important commodity group by value, also differ among regions for comparable income and urbanization groups of households. In the South the rates of consumption for farm and rural nonfarm households were much the same, slightly lower than the urban rate. Farm households produced close to one-half of what they consumed of these commodities. Urban and farm households had about the same rate of consumption in the North Central Region, and rural nonfarm households had the least. The closer relationship of farm and urban consumption rates in the North Central Region may result from greater home-production on North Central farms, for this source supplied well over half of the meat, poultry, and fish they ate during the week reported on. Southern households ate less beef per person than did the North Central, but generally more chicken. Southern urban and rural nonfarm households ate more pork than did households in the same urbanization in the North Central Region, but farm households in the South generally ate less pork than farm households in the North Central Region of the same income level.

Patterns by Income

Next, let us see how food consumption patterns of southern households are related to income. Taking urban households as examples, we present in table 13 per person data for urban households in several income groups in the South and data for like groups in the North Central Region to identify differences in patterns in the two regions.

Table 13.- Consumption per person of selected foods in urban households in the South and the North Central Region, by income, in a week, spring 1955 ^{1/}

Region and food item	Households of 2 or more with money income after income taxes						
	All	Under \$2,000	\$2-4,000	\$4-6,000	\$6-8,000	\$8-10,000	\$10,000 and over
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
<u>South</u>							
Fluid whole milk	4.50	2.44	3.99	5.56	6.46	6.67	4.60
Buttermilk	.58	.57	.53	.59	.61	.59	1.15
Evaporated and condensed milk	.46	.47	.55	.45	.30	.12	.43
Meat, poultry, and fish	4.12	4.08	3.96	4.10	4.52	4.15	4.94
Beef	1.09	.89	.91	1.22	1.47	1.63	1.80
Pork	1.31	1.39	1.28	1.35	1.30	1.02	1.10
Chicken	.73	.73	.75	.63	.76	.74	1.01
Flour, all	.79	1.00	.84	.72	.46	.38	.46
Prepared mixes	.15	.07	.14	.19	.23	.15	.12
Bread	1.28	1.06	1.21	1.34	1.48	2.03	1.55
Other baked goods	.56	.39	.50	.65	.81	.80	.99
Sugar	.87	.80	.89	.89	.86	.70	.94
Fresh vegetables ^{2/}	2.76	2.28	2.47	3.09	3.23	2.70	4.35
Canned vegetables ^{3/}	.69	.59	.71	.68	.78	.60	.68
Frozen vegetables ^{4/}	.14	.04	.09	.21	.24	.29	.37
Fresh citrus	1.10	.78	1.01	1.10	1.30	1.54	2.71
Fresh deciduous fruits and melons	1.42	1.36	1.20	1.59	1.99	1.06	1.50
Canned fruits ^{5/}	.36	.28	.30	.37	.67	.48	.85
Frozen fruits	.03	.00	.01	.06	.05	.08	.07
Frozen concentrated fruit juices	.08	.02	.07	.08	.17	.23	.15
<u>North Central</u>							
Fluid whole milk	7.27	5.44	7.06	7.38	7.89	6.64	7.45
Buttermilk	.17	.25	.12	.22	.17	.06	.08
Evaporated and condensed milk	.16	.32	.25	.15	.14	.04	.02
Meat, poultry, and fish	4.46	4.21	4.20	4.40	4.70	4.30	4.65
Beef	1.53	1.30	1.42	1.51	1.53	1.70	1.67
Pork	1.21	1.38	1.20	1.20	1.36	1.08	1.08
Chicken	.62	.71	.58	.63	.58	.59	.68
Flour, all	.38	.37	.43	.46	.32	.39	.16
Prepared mixes	.22	.23	.22	.23	.21	.29	.22
Bread	1.64	1.60	1.64	1.66	1.72	1.50	1.57
Other baked goods	.71	.61	.60	.69	.84	.77	.85
Sugar	.73	1.00	.82	.74	.72	.73	.45
Fresh vegetables ^{2/}	2.55	2.75	2.48	2.31	2.35	2.91	3.32
Canned vegetables ^{3/}	.81	.76	.87	.81	.86	.94	.59
Frozen vegetables ^{4/}	.18	.10	.10	.13	.24	.23	.44
Fresh citrus	1.45	1.56	1.30	1.44	1.32	1.25	2.06
Fresh deciduous fruits and melons	1.71	1.61	1.57	1.54	1.73	1.86	2.14
Canned fruit ^{5/}	.57	.36	.46	.55	.62	.71	.74
Frozen fruits	.05	.03	.04	.06	.05	.08	.04
Frozen concentrated fruit juices	.17	.15	.08	.15	.17	.33	.33

^{1/} From 1955 Household Food Consumption Survey Report No. 3, Food Consumption of Households in the North Central Region, and Report No. 4, Food Consumption of Households in the South. U. S. Department of Agriculture. Washington, D. C. Income represents 1954 money income after income taxes. 21 meals at home equals 1 person. ^{2/} Excludes melons, potatoes, and sweetpotatoes.

^{3/} Excludes baked beans, vegetable baby foods, vegetable juices, catsup, chili sauce etc., and pickles, olives and relishes. ^{4/} Excludes frozen potatoes. ^{5/} Excludes juices and baby foods.

The generally lower rate of fluid whole milk use in the South has long been recognized, but the difference in consumption rates diminished in the higher income levels until the rates for urban households in the \$8-10,000 group were about the same in both regions. Substantially more buttermilk and condensed and evaporated milk were used across the whole income range in the South. This may be partly due to more home-baking, and it may be further evidence of the limited supplies and higher prices of fresh milk, lack of refrigeration, and lags in the adjustment of food habits to relatively recent increases in incomes and changes in urbanization.

More flour, purchased as such, was used in each income group in the urban South than in the urban North Central Region up to the \$8-10,000 group, but use of prepared mixes ran generally lower in the South than in the North Central Region. Rates of consumption of bread and other baked goods were below rates for comparable households in the North Central Region up to the highest income groups. Sugar and sirup, eggs, and fats, purchased as such, but not including content of baked goods and other prepared foods, were consumed in larger quantities all across the income range in the South.

Use of fresh vegetables increased with income in both regions, though Southern urban households in most groups used more fresh vegetables but less potatoes and processed vegetables than the urban households in the North Central Region. The fresh vegetable rate may be largely a matter of lower prices and greater availability because of the more advanced season in the South.

Consumption rates for fruits show clearly the dependence on levels of income. Consumption of fresh fruits increased with income except for the \$8-10,000 group, and frozen concentrates had even a sharper income relationship. The rate of consumption of commercially canned fruits kept rising with income, but that of canned fruit juices increased with income only up to the middle incomes, then leveled off.

In the South and the North Central Region, urban consumption rates for meat, poultry, and fish, as a group, increased with income mainly because the increase in the rate of consumption of beef was greater than the drop in the rate of consumption of pork.

How Did 1955 Patterns Compare with Earlier Year?

For direct comparison of past food patterns in the South with those of spring 1955, we have only patterns of food group data for urban families of two or more persons for the spring of 1948. (See table 14.) But these two sets of data show some of the effects of the 20 percent rise in price level during that period, which helps explain why consumption rates of households with the same money income are lower in 1955 for a number of commodities, particularly in the lower income groups.

Table 14.- Consumption per person of selected groups of foods in urban households of 2 or more persons, in the South, by income, in a week, spring 1948 and 1955 ^{1/}

(In pounds except where otherwise indicated)							
Food group and year	Income in preceding year after income taxes						
	Under \$1,000	\$1-2,000	\$2-3,000	\$3-4,000	\$4-5,000	\$5-8,000 ^{2/}	\$8,000 and over ^{2/}
Milk and dairy products ^{3/} (quarts)							
1948	2.99	3.25	3.92	4.18	4.88	4.31	4.88
1955	2.20	2.54	3.07	3.73	4.07	4.57	4.53
Fats and oils ^{4/}							
1948	.94	.99	.97	1.09	.95	.97	.91
1955	.82	.87	.90	.92	.93	.98	1.04
Flour and other cereal products							
1948	2.94	2.92	2.24	2.14	1.65	1.73	1.53
1955	3.01	2.36	2.28	1.87	1.69	1.43	1.20
Meat, poultry, fish							
1948	2.90	2.46	2.77	3.31	3.18	3.02	3.40
1955	3.60	4.21	4.16	3.78	4.08	4.34	4.47
Eggs (dozens)							
1948	.54	.41	.55	.63	.74	.61	.65
1955	.35	.51	.56	.60	.65	.67	.79
Sugar, sweets							
1948	1.09	1.31	1.31	1.49	1.53	1.35	1.06
1955	1.06	1.17	1.24	1.32	1.36	1.35	1.27
Fresh vegetables ^{5/}							
1948	2.96	2.44	2.93	3.68	3.22	2.98	3.33
1955	2.29	2.28	2.51	2.43	3.01	3.23	3.37
Fresh fruit and melons							
1948	2.01	3.38	4.72	4.62	3.68	3.74	3.16
1955	1.61	2.31	2.17	2.24	2.57	3.10	3.25
Canned fruit and vegetables ^{6/}							
1948 (com'l and home canned)	1.48	1.10	1.83	1.69	2.07	2.01	1.87
1955 (com'l only)	1.34	1.41	1.48	1.63	1.92	2.11	2.47

^{1/} From Agriculture Bulletin No. 132, Food Consumption of Urban Families in the United States, and from 1955 Household Food Consumption Survey Report No. 4, Food Consumption of Households in the South, U. S. Department of Agriculture, Washington, D. C.

^{2/} In 1948 data shown are for families with incomes of \$5,000-\$7,500 and \$7,500 and over rather than the ranges shown. ^{3/} In terms of milk equivalent; excludes butter.

^{4/} Includes butter. ^{5/} Excludes melons. ^{6/} Includes canned juices, and baby foods, and baked beans; excludes chili sauce, etc. and pickles, olives, and relishes.

The consumption rate for milk and dairy products, as a group, is one that was lower in most income groups. The same is true of sugar and sweets, of fresh fruits, and of fresh vegetables up to the \$5,000 income group.

The use of frozen fruits and vegetables was, of course, much higher in the later year. Consumption of meat, poultry and fish combined was higher in 1955 than in 1948 throughout the income range. This may have resulted from the lower meat prices in the spring of 1955 relative to those of other foods than was the situation in 1948.

What Do Current Patterns Tell about the Future?

Changes in patterns of consumption that have occurred in connection with past changes in urbanization and income give some idea of what to expect from changes in the future. The proportion of households that are classified as farm households decreased from 40 percent to 17 percent in the South from 1935-36 to 1955. ^{8/} This is a much greater decrease than that occurring in the rest of the country. At the same time the proportion of urban households increased 12 percent, again a greater change than that for the rest of the country. During the same period per capita personal income in the South increased over 300 percent, whereas it rose about 230 percent in the rest of the country. ^{9/} While these changes were taking place, average outlay for food and meals in the U. S. almost tripled. Taking into account the greater changes in income and urbanization in the South, it is safe to say that southern food outlay probably more than tripled.

Further industrial development accompanied by higher incomes, a continuation of the shift from farms, and larger total population are all predicted for the South. In addition, there is a tendency towards homogeneity of food consumption habits throughout the nation, probably influenced by increased national advertising through television and other media of mass communication, and made possible by improved marketing and transportation facilities.

To judge the effect of these changes, we look first at projections for the country as a whole, then at the possibilities for the South. Some projections for agriculture from 1953 to 1975 indicate the possibility of a 12 percent rise in U. S. consumption of food per person. ^{10/} This would mean a substantially greater rise in dollar outlays, perhaps by a third to a half, measured in 1955 dollars. A more proportionate share of this huge expansion in the U. S. food market would come in the South because of the greater changes in income and urbanization that are likely. It appears to be quite possible that food outlay per person in that region might go up somewhat more than 50 percent in the next 20 years. Such an increase in food outlay per person, plus the general increase in population, will bring about tremendous expansion in the food markets of the South.

^{8/} 1935-36 data from Consumer Incomes in the United States, National Resources Committee, GPO, Washington, 1938. Data for 1955 from 1955 Household Food Consumption Survey. ^{9/} Data from Survey of Current Business, September 1955 and August 1956. ^{10/} See Rex F. Daly, "The Long-Run Demand for Farm Products", Agricultural Economic Research, July 1956.

